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The Influence of Live Streaming, Content Marketing, and Online Customer Reviews on Purchasing Decisions in TikTok Shop with E-Trust as an Intervening Variable

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ABSTRACT

The The development of social media has prompted the transformation of digital marketing strategies towards more interactive forms, such as live streaming, content marketing, and online customer reviews. This research aims to analyze the influence of live streaming, content marketing, and online customer reviews on purchasing decisions, with e-trust as the intervening variable. Specifically, this study tests the mediating role of e-trust in linking these three independent variables to purchasing decisions among TikTok Shop users. The research method used is a quantitative approach with a total of 100 respondents who have made purchases through TikTok Shop. Data were collected using an online questionnaire and analyzed with SmartPLS software to test the relationships between variables. The results show that live streaming and online customer reviews have a positive and significant effect on e-trust, while content marketing has a negative and non-significant effect on e-trust. Furthermore, e-trust plays a significant role in mediating the influence of online customer reviews on purchasing decisions, but does not significantly mediate the influence of live streaming and content marketing. These findings imply that increasing consumer trust can be strengthened through the presentation of authentic customer reviews and transparent direct interaction, thereby driving purchasing decisions more effectively on social media-based e-commerce platforms.

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1. INTRODUCTION

Rapid technological advancements have brought about changes in the business world. This has triggered the emergence of new business models. Digital media now plays a crucial role by making it easier for users to complete online purchases. One popular digital platform for this shopping activity is TikTok Shop. In July 2024, the number of TikTok users in Indonesia increased by 23.6%, from 127.5 million to 157.56 million https://dataindonesia.id/internet/detail/data-jumlah-pengguna-tiktok-di- indonesia-

pada-oktober-2021-hingga-juli-2024. With TikTok Shop, users can enjoy an easier, more efficient, and more enjoyable shopping experience thanks to the exciting features it offers.

Live streaming can be defined as a broadcast delivered in real time to an audience, allowing them to watch and interact with the broadcaster's activities in real time. In its current development, the function of live streaming has expanded, no longer limited to entertainment shows such as music or documenting daily routines, but is now used for various other purposes and needs, including sales. Live streaming can generate sales through interactions through media such as TikTok (Rahmayanti & Dermawan, 2023).

Content marketing is a marketing strategy that essentially aims to generate profit for a business. The strategy is executed by producing and distributing high-quality content that is relevant and reliable, aimed at capturing attention, acquiring new users, and sustaining the current customer base (Ibid, 2023).

Online customer reviews are a key feature frequently leveraged to establish a seller's reputation, which in turn helps build consumer trust in that merchant's account on an e-commerce platform.. The benefits of online customer reviews are particularly significant for stores, as they are linked to their reputation. If that reputation is damaged, consumers are likely to seek out other stores offering similar products with better reputations (Ibid, 2023).

Live streaming has proven effective in increasing consumer e-trust when shopping through the TikTok app. This effectiveness arises because live streaming facilitates direct interaction between sellers and potential customers. During these sessions, customers have the opportunity to ask specific questions about the product and receive immediate answers. This process provides more detailed and comprehensive product information. Furthermore, the transparency demonstrated by sellers to the live audience is a key factor in fostering trust in buyers (Kamilla & Mariana, 2024).

Content marketing plays a crucial role in influencing consumers' decisions to purchase products online. Through content, customers have the ability to search for various product-related information and recommendations based on reviews from previous buyers. This feature allows consumers to learn about product characteristics through positive and negative reviews. Most buyers use reviews as a deciding factor when making a purchase. Furthermore, consumers can observe realistic product visuals, such as images or videos, which provide a more concrete picture of the item (Ibid, 2024).

Online customer reviews effectively serve as a promotional tool in marketing communications strategies. One common form of online reviews is ratings, which are opinions given by buyers on a measurable scale. A very familiar example is the star system used on platforms like Shopee. The number of stars given by buyers directly reflects and determines the quality of the seller's rating; the more stars received, the better the rating (Pasi & Sudaryanto, 2021).

Consumer trust is the feeling of confidence that buyers have regarding a particular service, product, or brand, which influences purchasing, repeat purchasing, and recommendation decisions, and is related to payment security and product certainty in online transactions (Puspitasari et al., 2025).

Previous research presents mixed findings regarding the relationships involving e-trust. Puspitasari et al. (2025) found that e-trust significantly impacts content marketing but not online customer reviews. Similarly, Kamilla & Mariana (2024) indicated that e-trust significantly mediates the effect of live streaming but not online customer reviews. Contrastingly, Muna & Dewi (2024) also confirmed a significant mediating role of e-trust in live streaming, while Pasi & Sudaryanto (2021) established a positive influence of e-trust in mediating online customer reviews. Building upon this varied evidence, this current research explicitly tests the comprehensive mediating role of e-trust by simultaneously connecting the influence of live streaming, content marketing, and online customer review on purchase decisions specifically within the context of TikTok Shop.

2. RESEARCH METHOD

Using a quantitative research approach, this study's primary objective is to empirically test and analyze the influence of three key factors live streaming, content marketing, and online customer reviews on purchasing decisions, with a specific examination of the mediating role of e-trust.The analysis relies solely on primary data. This data was obtained directly from respondents through the distribution of questionnaires containing a series of statements that had been designed and compiled by the researcher and distributed to respondents. The distributed questionnaires must be filled out with truthful answers. The respondents for this study were those who were TikTok Shop users. With a total sample of 100 respondents. The sampling process was carried out using a purposive sampling technique. The data obtained was then processed using the Smart PLS application.

The method used to collect data in this study was by distributing questionnaires to respondents. These questionnaires will help researchers gather the data needed for this study. The questionnaires will be distributed to TikTok Shop users. The assessment scale used in this study is the Likert Scale. This scale consists of answer choices indicating the respondent's level of agreement with a statement, ranging from 1 to 5, each with a point weight and explanation as previously explained.

This study utilizes a quantitative approach to objectively measure the causal relationship between live streaming, content marketing, and online customer review on purchase decisions at TikTok Shop, with e-trust functioning as the intervening variable. The sample size was set at 100 respondents, based on the general guideline of a minimum of 4–5 times the number of the study's 25 indicators, which is considered adequate to ensure data reliability and validity while also considering resource and time efficiency. Data were collected over approximately two months via an online questionnaire (Google Form). The questionnaire items were constructed by adapting relevant variables (Live Streaming: Sholikhah & Ahmadi, 2024; Content Marketing: Rahmayanti & Dermawan, 2023; Online Customer Review: Ananda et al., 2025; E-trust: Muna & Dewi, 2024, and Puspitasari et al., 2025; Purchase Decision: Efendi et al., 2024, and Stefani et al., 2023) from prior research and carefully adjusted to the TikTok Shop context. The questionnaire was pre-tested on 30 individuals to eliminate ambiguity, and researcher bias was controlled during distribution through clear instructions, neutral language, and guaranteed respondent anonymity. Data analysis was performed using the Structural Equation Modeling based on Partial Least Squares (SEM-PLS) method via SmartPLS 3. This method was chosen because it is more suitable for a sample size of 100 and an exploratory model compared to covariance-based SEM (such as AMOS), and it does not require assumptions of normal distribution. Hypothesis testing covering both direct effects (path coefficients) and indirect/mediation effects (bootstrapping on the e-trust variable) was supported by validity testing (outer loading > 0.7 and AVE > 0.5) and reliability testing (Cronbach's Alpha and CR > 0.7) to ensure the instruments are accurate and consistent in measuring each construct.

3. RESULTS AND DISCUSSIONS

3.1. RESULTS

Respondent descriptions in this study detail various characteristics of participants, including their gender, age, occupation, and income level. The primary criterion for respondents was that they had to be users who had previously made a purchase on TikTok Shop. This requirement was established because the study specifically focused on examining the influence of live streaming, content marketing, and online customer reviews within the platform. A total of 100 respondents participated, and

data was collected online using a Google Form questionnaire. The following is the respondent data for this study:

Table 1. Respondent Profile

Category	Description	Amount	Percentage
Gender	Man	44	44%
	Woman	56	56%
Age	< 17 years	7	7%
	18 – 40 years	89	89%
	>40 years	4	4%
Work	Students	88	88%
	Government employees	4	4%
	Private employees	2	2%
	Self-employed	6	6%
Income	< Rp 2.000.000	32	32%
	> Rp 2.000.000	68	68%

Source: Processed data, 2025

Based on the results presented in the table above, it can be concluded that the characteristics of respondents based on gender are dominated by female participants, as many as 44 people, which is equivalent to 44%, are male, while 56 respondents, namely 56%, are female. Based on age, 7 respondents, representing 7%, were aged <17 years, 89 respondents, representing 89%, were aged 18-40 years, and 4 respondents, representing 4%, were aged >40 years. Based on occupation, 88 respondents, or 88%, were students, 4 respondents, or 4%, were civil servants, 2 respondents, or 2%, were private employees, and 6 respondents, or 6%, were self-employed.

Furthermore, based on income, 32 respondents, or 32%, had an income below Rp 2,000,000, and 68 respondents, or 68%, had an income above Rp 2,000,000.

Table 2. Convergent Validity Test

	LS	CM	OCR	E	KP
LS1	0.849				
LS2	0.740				
LS3	0.905				
LS4	0.753				
LS5	0.742				
CM1		0.804			
CM2		0.902			
CM3		0.761			
CM4		0.889			
CM5		0.783			
OCR1			0.782		
OCR2			0.863		
OCR3			0.813		
OCR4			0.826		
OCR5			0.736		
E1				0.837	
E2				0.818	
E3				0.886	
E4				0.884	
E5				0.808	
PD1					0.906
PD2					0.734
PD3					0.904
PD4					0.910
PD5					0.779

Source: Processed data (2025)

The test results indicate that the outer loading value for every indicator across the study's variables exceeded the 0.7 threshold. Consequently, we can definitively conclude that all variables used in this research are valid.

Table 3. Average Variance Extracted (AVE)

	AVE (Average Variance Extracted)
LS	0.641
CM	0. 688
OCR	0.648
E	0.718
PD	0.722

Source: Processed data (2025)

The test results in the table above show that the AVE value for all study variables has exceeded 0.5. The details of the AVE values obtained are 0.641 for Live streaming, 0.688 for Content marketing, 0.648 for Online customer reviews, 0.718 for E-trust, and 0.722 for Purchase decisions. Based on these findings, it is evident that each variable used in this study has met the validity criteria or is good based on discriminant validity.

Table 4. Cronbach's Alpha dan Composite Reability

	Cronbach's Alpha	Composite Reability
LS	0.859	0.899
CM	0.887	0.917
OCR	0.864	0.902
E	0.901	0.927
PD	0.901	0.928

Source: Processed data (2025)

The results of the table test above show that each variable has a Cronbach's Alpha and Composite Reliability value of more than 0.7. In more detail, the Cronbach's Alpha values for these variables are: Live streaming (0.859), Content marketing (0.887), Online customer review (0.864), E-trust (0.901), and purchasing decision (0.901). The Composite Reliability values for each variable are as follows: Live streaming reaches 0.899, Content marketing 0.917, Online customer review 0.902, E-trust 0.927, and Purchasing decision 0.928. Thus, because all these values are high (exceeding 0.7), each variable used in this study is declared reliable.

Table 5. Collincarity Statistics (VIF)

	LS	CM	OCR	E	KP
LS				3.419	3.671
CM				5.599	5.599
OCR				4.579	5.162
E					2.418
PD					

Source: Processed data (2025)

The table above shows that the correlation values between variables measured using VIF vary, with some values falling below the threshold of 5 and others exceeding it. Specifically, the VIF value for Live Streaming (X_1) on e-trust (Z) is 3.419 and for Purchase Decision (Y) is 3.671. Conversely, the Content Marketing (X_2) variable recorded a value of 5.599 for its correlation with both e-trust (Z) and Purchase Decision (Y). Meanwhile, Online Customer Review (X_3) has a value of 4.579 on e-trust (Z) and 5.1662 on Purchase Decision (Y). The correlation between e-trust (Z) and Purchase Decision (Y) has a VIF value of 2.418. Based on these findings, the conclusion drawn is that the regression model used in this study indicates a multicollinearity problem in several variables.

Table 6. R-Square

	R-Square
E	0.586
PD	0.846

Source: Processed data (2025)

Based on the test results, the R^2 value indicates the model's ability to explain the variance among the variables. The R^2 value of 0.586 for E-trust signifies that 58.6% of the variation in electronic trust can be explained by the independent variables live streaming, content marketing, and online customer review while the remaining 41.4% is accounted for by other factors outside the model. Meanwhile, the R^2 value of 0.846 for purchase decisions shows that 84.6% of the variation in purchase decisions is explained by E-trust and the other variables included in the model. These results indicate that the model possesses a very strong explanatory power, and the combination of these variables is highly effective in predicting the level of consumer trust and purchase decisions on TikTok Shop.

Table 7. Q^2 predict

	Q^2 predict
E	0.398
PD	0.591

Source: Processed data (2025)

The Q^2 results indicate the model's ability to predict the latent variables. The Q^2 value of 0.398 for E-trust and 0.591 for purchase decisions shows that the model possesses good predictive relevance, as both values are positive and reasonably close to 1. This means the model is capable of accurately estimating approximately 39.8% of the variance in E-trust and 59.1% of the variance in purchase decisions. Therefore, the model employed is reliable for explaining and predicting consumer behavior within the context of live streaming-based e-commerce, such as TikTok Shop.

Table 8. F-Square

	CM	E	PD	LS	OCR
CM		0,000	0,018		
E			0,148		
PD					
LS		0,074	0,131		
OCR		0,127	0,177		

Source: Processed data (2025)

The F-square test results reveal that the independent variables have varying levels of influence on the dependent variables within the PLS-SEM model. The F-square values for Online Customer Review and E-trust demonstrated the strongest effect on Purchase Decisions (0.177 and 0.148, respectively). This is followed by Live Streaming (f^2 = 0.131), while Content Marketing showed the weakest influence on Purchase Decisions (f^2 = 0.018) and virtually no effect on E-trust (f^2 = 0.000). These findings indicate that purchase decisions on TikTok Shop are more heavily influenced by customer reviews and consumer trust than by the content marketing displayed.

Table 9. Heterotrait-Monotrait Ratio (HTMT)

	CM	E	PD	LS	OCR
CM					
E	0,756				
PD	0,926	0,876			
LS	0,907	0,795	0.936		
OCR	0,994	0,831	0.989	0.905	

The Heterotrait-Monotrait Ratio (HTMT) results, which ranged from 0.756 to 0.989, largely remained below the conventional threshold of 0.90. This finding indicates that the model possesses sufficient discriminant validity. Although a few constructs, notably Online Customer Review and Purchase Decision, exhibited a very high correlation (approaching the threshold), it demonstrates that each variable in the model retains a distinct conceptual difference while remaining logically interconnected. Consequently, the results support the theoretical relevance of the model in explaining consumer behavior within a live streaming e-commerce platform like TikTok Shop.

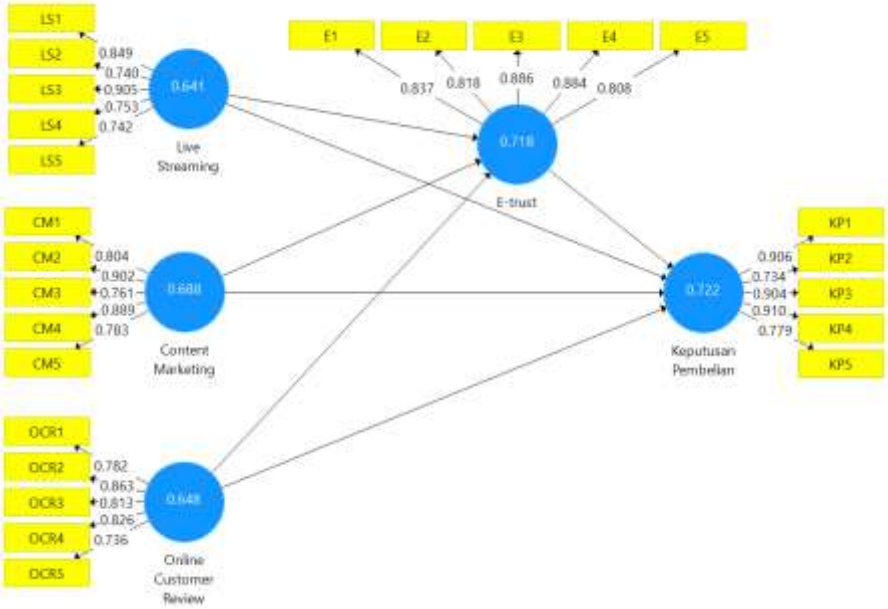


Figure 1. Evaluation of the Measurement Model (Outer Model - Measurement Model)

Table 10. Direct Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
LS -> PD	0.272	0.288	0.092	2.960	0.003
LS -> E	0.323	0.333	0.143	2.253	0.025
CM -> PD	0.125	0.127	0.121	1.033	0.302
CM -> E	-0.006	-0.004	0.167	0.038	0.970
OCR -> PD	0.375	0.366	0.114	3.288	0.001
OCR -> E	0.491	0.484	0.163	3.015	0.003
E -> PD	0.234	0.225	0.089	2.641	0.009

Source: Processed data (2025)

The direct effect test results revealed mixed outcomes for the independent variables. Firstly, live streaming demonstrated a positive and significant effect on e-trust (original sample = 0.323; p-values < 0.05), which confirms the acceptance of H1. Secondly, online customer reviews were also found to have a positive and significant effect on e-trust (original sample = 0.491; p-values < 0.05), leading to the acceptance of H3. Conversely, content marketing was shown to have no significant effect on e-trust (original sample = -0.006; p-values > 0.05), resulting in the rejection of H2.

Data analysis showed that live streaming had a positive and significant effect on purchasing decisions, evidenced by an original sample value of 0.272 and p-values below 0.05, thus H4 was accepted. Conversely, content marketing again showed no significant effect on purchasing decisions (original sample value of 0.125; p-values >0.05), thus H5

was rejected. Meanwhile, online customer reviews were found to have a positive and significant effect on purchasing decisions (original sample 0.375; p-values <0.05), thus H6 was accepted. Finally, the e-trust variable also had a positive and significant effect on purchasing decisions (original sample 0.234; p-values <0.05), which strengthened the acceptance of hypothesis H7.

Table 11. Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
LS -> E -> PD	0.076	0.075	0.044	1.700	0.090
CM -> E -> PD	-0.001	-0.005	0.039	0.038	0.970
OCR -> E -> PD	0.115	0.113	0.054	2.143	0.033

Source: Processed data (2025)

The mediation analysis yielded mixed results regarding the role of e-trust. Specifically, the variable did not successfully mediate the effect of live streaming on purchasing decisions (original sample = 0.076; p-values > 0.05), leading to the rejection of H8. A similar outcome was observed for content marketing, where the very low original sample value (0.001) and p-values greater than 0.05 confirmed that e-trust does not mediate the correlation between content marketing and purchasing decisions, rendering H9 insignificant. However, a different pattern emerged for online customer reviews: this variable demonstrated a significant influence on purchasing decisions *through* e-trust as a mediator (original sample = 0.115; p-values < 0.05), which resulted in the acceptance of H10.

Table 12. Hypothesis Table

	Hypotesis	Test results	Significance	Information
H1	LS -> E	Positif	Signifcant	Accepted
H2	CM -> E	Negative	Not significant	Rejected
H3	OCR -> E	Positif	Signifcant	Accepted
H4	LS -> PD	Positif	Signifcant	Accepted
H5	CM -> PD	Negative	Not significant	Rejected
H6	OCR -> PD	Positif	Signifcant	Accepted
H7	E -> PD	Positif	Signifcant	Accepted
H8	LS -> E -> PD	Negative	Not significant	Rejected
H9	CM -> E -> PD	Negative	Not significant	Rejected
H10	OCR -> E -> PD	Positif	Signifcant	Accepted

Source: Processed data (2025)

3.2. Discussion

a. Live Streaming

The study results show that live streaming is highly effective in strengthening e-trust among TikTok Shop customers. With direct interaction between sellers and buyers, viewers have the opportunity to ask questions directly and obtain clearer and more transparent product information. The original sample value of 0.323, with a p-value <0.05, demonstrates that live streaming has a positive and significant effect on e-trust. This finding aligns with studies by Kamilla & Mariana (2024) and Muna & Dewi (2024), which found that live streaming can build trust due to direct communication perceived as authentic by consumers.

Live streaming has also been shown to have a positive and significant impact on purchasing decisions, with an original sample value of 0.272 and a p-value <0.05. This means that the better the quality of the live streaming, the higher the likelihood of consumers making a purchase. This finding aligns with various previous studies (Aprilya et al., 2024; Aryasa & Roosdhani, 2024; Kamilla & Mariana, 2024; Pratiwi et al., 2024;

and others) which show that live streaming encourages purchase decisions because it provides an interactive and more compelling shopping experience.

However, the results of the mediation test showed that e-trust was not found to explain the indirect effect between live streaming and purchase decisions, with an original sample value of 0.076 and p-values > 0.05. This means that although live streaming increases e-trust and thus increases purchase decisions, the increase in purchase decisions occurs not through e-trust, but through other factors such as live promotions, flash discounts, or emotional encouragement during the live session. These results differ from the studies by Kamilla & Mariana (2024) and Muna & Dewi (2024), which found a positive mediation of e-trust in the correlation.

b. Content Marketing

Content marketing is fundamentally essential in influencing the behavior of consumers within the online shopping consumer purchasing decisions because promotional content allows consumers to obtain information about a product before making a purchase. Consumers typically seek reviews from other buyers to assess product quality, whether through comments, photos, or videos of purchases displayed on digital platforms. This feature helps consumers gain a realistic understanding of the product's condition and thus help them determine whether it is worth purchasing.

However, based on the results of the hypothesis test, it was revealed that the content marketing variable was shown to have a negative and insignificant effect on e-trust. This indicates that content marketing is unable to increase consumer trust (e-trust). This finding differs from a previous study by Kamilla & Mariana (2024), which concluded that content marketing had a positive and significant effect on e-trust. In theory, marketing content is a crucial component of digital marketing, acting as a communication medium between producers and consumers. This is realized through the use of blogs, social media, and online videos, and can increase emotional intimacy and product education.

Further hypothesis testing results revealed that content marketing exhibited a negative and insignificant influence on purchasing decisions. This finding concluded that the content marketing presented did not effectively influence consumers in their purchasing decision-making process. This finding contradicts findings from various previous studies (such as Puspitasari et al., 2025; Aprilya et al., 2024; Aryasa & Roosdhani, 2024; Efendi et al., 2024; Kamilla & Mariana, 2024; Pratiwi et al., 2024; Utami & Ahmadi, 2024; and Rahmayanti & Dermawan, 2023), which previously concluded that content marketing had a positive and significant influence on purchasing decisions.

This suggests that the primary factor linking content marketing to purchasing decisions is consumer trust (e-trust). If the content presented fails to foster trust, consumers will remain hesitant to make a purchase, even if the content is engaging. According to the results of the Hypothesis Test, a negative and insignificant influence of content marketing on purchasing decisions through e-trust was found. Therefore, it can be concluded that e-trust does not act as an effective mediating variable in linking content marketing to purchasing decisions.

c. Online Customer Review

Online customer reviews are a promotional tool considered effective in digital marketing communications. The most common form is a rating system, a scoring mechanism where buyers evaluate a product or seller using a specific scale, for example, star ratings on platforms like Shopee. A higher number of stars given by consumers indicates a positive reputation among other potential buyers for the product or seller. These ratings and reviews serve to shape initial perceptions of product quality before consumers make a purchasing decision.

Based on the results of the Hypothesis Test, online customer reviews were shown to have a positive and significant influence on e-trust. This conclusion indicates that the better the quality of reviews provided by previous consumers, the greater the level of trust other consumers have in the product and seller. This finding aligns with a study by Pasi & Sudaryanto (2021), which previously demonstrated that online consumer reviews play a significant role in strengthening consumer trust in digital transactions.

The Hypothesis Test results confirmed that, beyond merely affecting trust, online customer reviews also exert a positive and significant influence on purchasing decisions. Consequently, favorable feedback provided by previous buyers serves as a strong motivator for other consumers to proceed with a purchase.This finding is supported by previous studies (Aprilya et al., 2024; Pradana & Aryanto, 2024; Pratiwi et al., 2024; Sholikhah & Ahmadi, 2024; Arrohma & Istiyanto, 2023; Indiyani, 2023; Rahmayanti & Dermawan, 2023; Stefani et al., 2023; Pasi & Sudaryanto, 2021), which stated that consumer reviews are one of the strongest factors influencing purchasing decisions on e-commerce platforms. Through reviews and product photo/video evidence, consumers can assess the product's condition more realistically, thus facilitating their decision-making.

The outcomes of the hypothesis testing in this study provide further evidence that e-trust successfully operates as a positive and significant mediating variable in the dynamic between online customer reviews and subsequent purchasing decisions. This means that good reviews not only directly trigger a desire to purchase but also play a crucial role in building consumer trust in a seller, ultimately leading to a decisive influence on purchasing decisions. This finding aligns with a study by Pasi & Sudaryanto (2021), which previously stated that e-trust plays a crucial role as a bridge between the influence of consumer reviews and purchasing decisions.

d. E-trust

Consumer shopping decisions are profoundly shaped by the crucial role that e-trust plays in the transaction process. The greater a consumer's confidence in a product, the higher their likelihood of completing a purchase. Trust influences purchasing decisions because consumers who feel confident in a product are more likely to be satisfied and develop loyalty, which directly contributes to increased sales volume.

Judging from the results of the Hypothesis Test, e-trust was shown to have a positive and significant impact on purchasing decisions. Therefore, it can be concluded that e-trust has a clear influence on consumer shopping decisions. This finding aligns with various previous studies (Puspitasari et al., 2025; Kamilla & Mariana, 2024; Muna & Dewi, 2024; Pasi & Sudaryanto, 2021), which consistently show that e-trust has a positive and significant influence on purchasing decisions.

The results of the hypothesis testing in this study yielded contradictory findings compared to previous literature, particularly regarding the role of content marketing. It was found that content marketing had a negative and non-significant influence on both e-trust and consumer purchase decisions, leading to the conclusion that content marketing activities were ineffective in building trust or driving transactions. This finding opposes the broader consensus in the literature (including Kamilla & Mariana, 2024; Puspitasari et al., 2025; et al.) which generally identifies a significant positive influence. Furthermore, e-trust was also found to fail in mediating the influence of both live streaming and content marketing on purchase decisions, as both mediation paths showed negative and non-significant results. This failure of e-trust as a mediator also contradicts studies by Kamilla & Mariana (2024) and Muna & Dewi (2024) which previously confirmed e-trust's positive mediating role.

4. CONCLUSION

The primary goal of this research was to assess the influence of three key factors live streaming, content marketing, and online customer reviews on purchasing decisions, specifically examining the mediating role of e-trust. The analysis results confirm that live streaming has a significant positive impact on e-trust and purchasing decisions (thus, the first and fourth hypotheses are accepted). Online customer reviews are also proven to have a significant positive impact on e-trust and purchasing decisions (supporting the third and sixth hypotheses). E-trust itself has a significant positive impact on purchasing decisions (the seventh hypothesis is accepted). Conversely, content marketing shows a negative and insignificant impact on both e-trust and purchasing decisions (thus, the second and fifth hypotheses are rejected). Regarding the mediating role, e-trust does not act as an intermediary in influencing live streaming or content marketing on purchasing decisions (the eighth and ninth hypotheses are rejected). However, The analysis confirms that e-trust is proven to be an effective intermediary for the influence that online customer reviews have on purchasing decisions, leading to the acceptance of the tenth hypothesis.

This research provides significant novelty by integrating live streaming, content marketing, online customer review, and e-trust within one model to explain purchase decisions on TikTok Shop, specifically asserting e-trust as a central intervening variable that mediates the effect of digital marketing activities. Scientifically, this study enriches consumer behavior theory by focusing on the interactive social media platform of TikTok Shop rather than conventional marketplaces. Practically, the findings stress that business actors must integrally optimize interactive live streams, engaging content, and positive customer review management to effectively build e-trust and drive sales. However, the study is limited by a lack of respondent diversity, with most participants being students, suggesting future research should broaden the scope to include more diverse demographics (employees, entrepreneurs, etc.) and consider additional variables like customer satisfaction for more representative results.

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